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Now...through the magic of TECHNAMATION

YOU CAN ADD MOTION TO YOUR STILL TRANSPARENCIES

Received June 21, 1962

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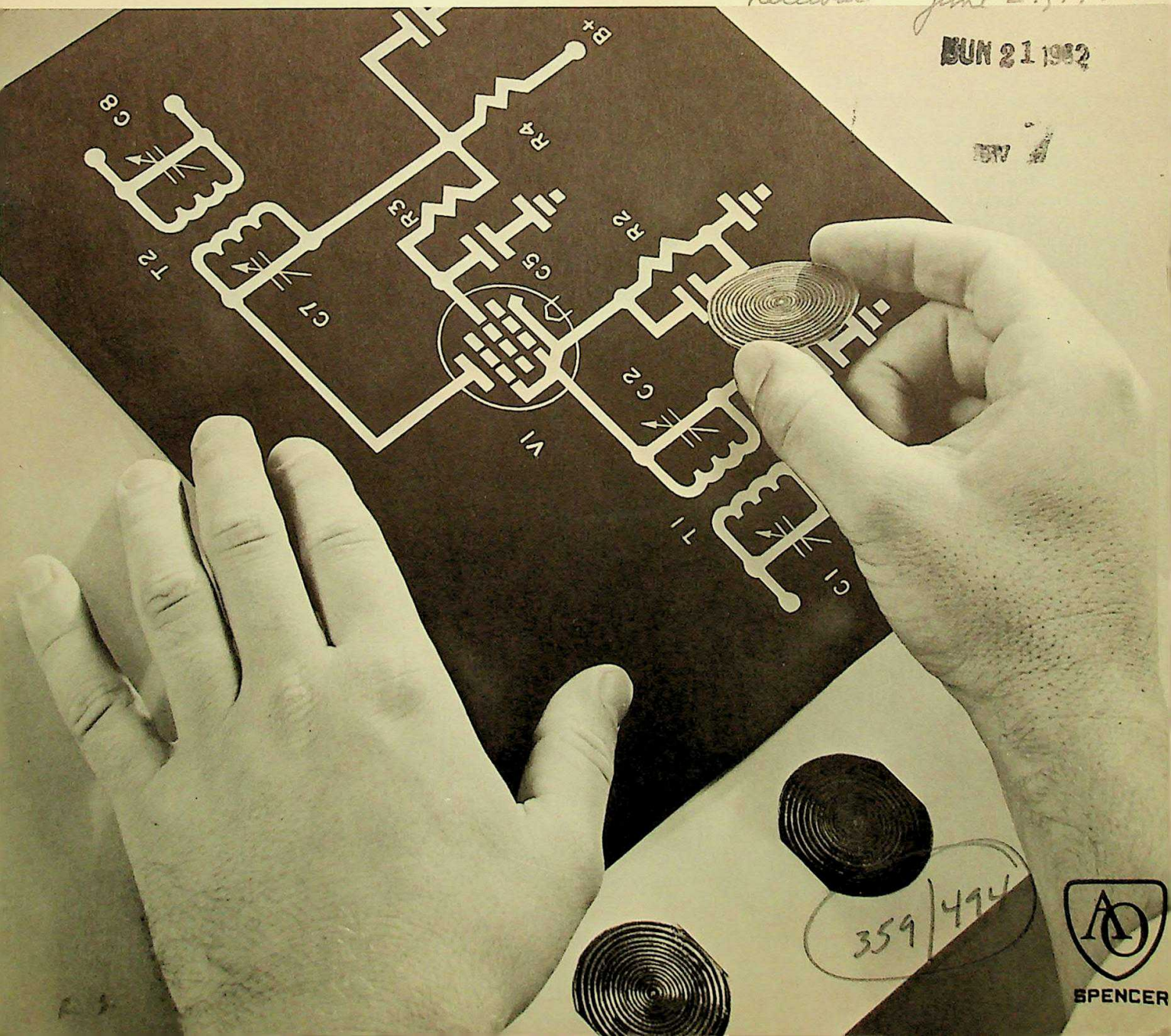

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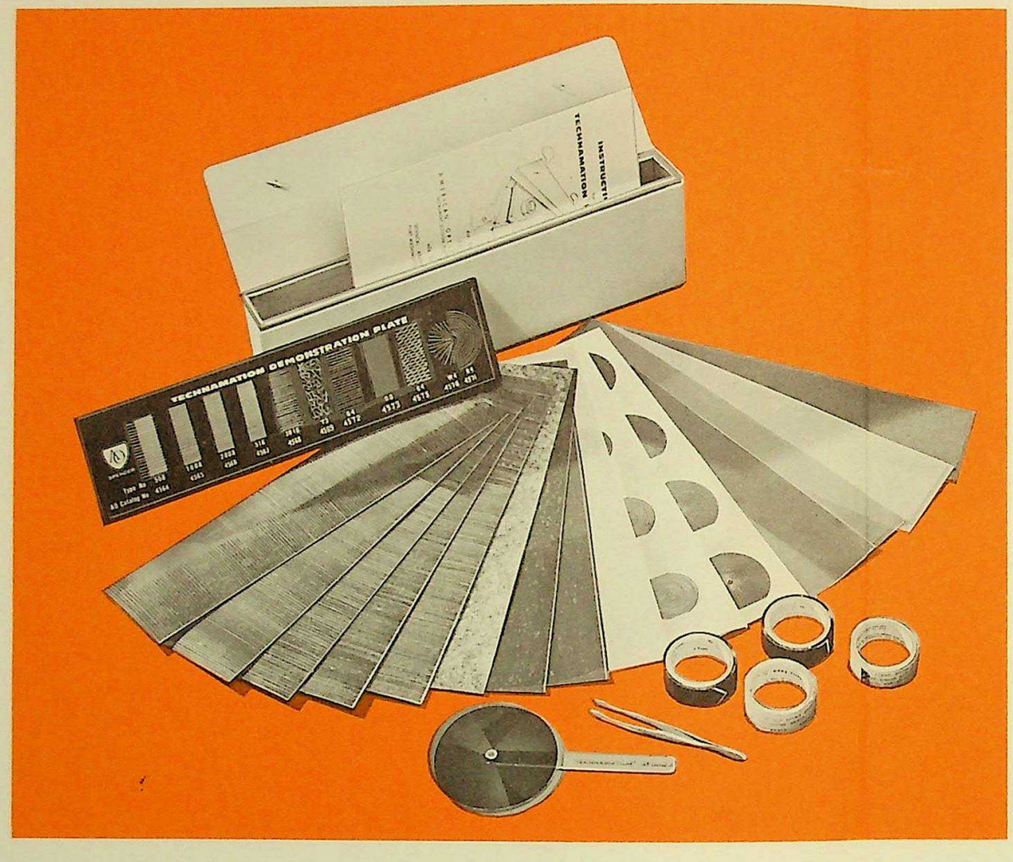
SPENCER

. . . through the magic of TECHNAMATION*

The TECHNAMATION* Materials Kit makes possible the most spectacular "break-through" in recent years in the Audio-Visual field of still projection.



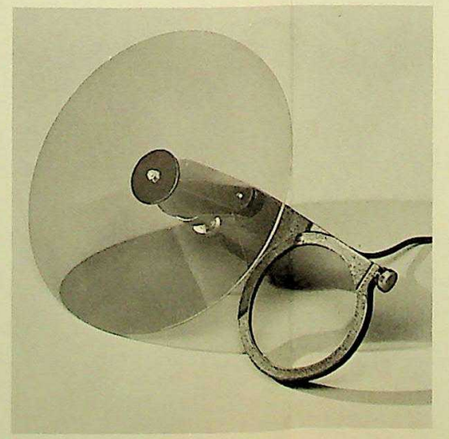
Realistic motion, in any direction, or axis, in any speed and in any color, can be added easily and inexpensively to any ordinary still transparency. You can make liquids flow, gases explode, wheels turn, eyes wink, fires burn, smoke billow, blood pulse through arteries and electric currents flow through intricate circuits . . . all without any actual mechanical motion or even succession of "stills." The speed and direction of motion can be controlled and even reversed, if desired.

What is TECHNAMATION??

TECHNAMATION uses the principle of rotary polarization which is itself based on a well-known optical phenomenon: "when a thin, birefringent crystal is placed between two sheets of polarized material, at a suitable orientation with respect to the directions of polarization in the two polarizing sheets, it will appear colored."

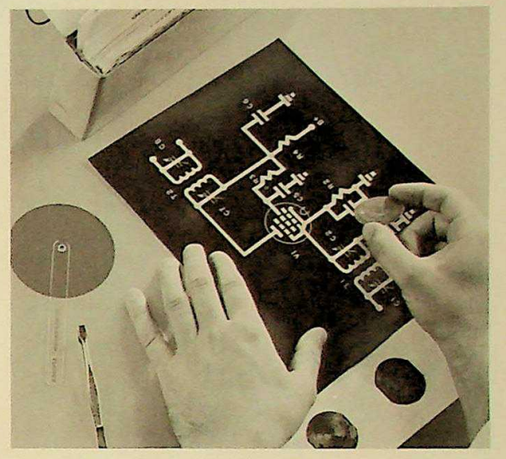
TECHNAMATION materials consist of thin, birefringent, polarized "crystals" arranged and permanently mounted on acetate sheets in such a fashion as to make up a definite motion pattern. This motion pattern can be actuated by placing a rotating, polarizing disc between the light path going through the transparency and the observer.

* Tm Reg. Technical Animations, Inc.



TECHNAMATION Materials Kit

TECHNAMATION Materials Kit contains many different sheets, each with a different motion pattern or speed. There are five different speeds of linear motion: hi-speed, rapid, fast, medium, and slow. And there are five sheets, each of which provides a special motion effect: turbulence, rotary motion, radiation motion, reversal flow and off-on motion. In addition, the kit contains tinting sheets, a demonstration plate containing samples of various motion effects, binding tape, special non-refracting tape, tweezers, hand polarizing spinner and instruction book. When properly used, materials in one Technamation Kit will suffice to animate dozens of transparencies . . . you can add realistic motion effects to any transparency for just a few cents in cost.



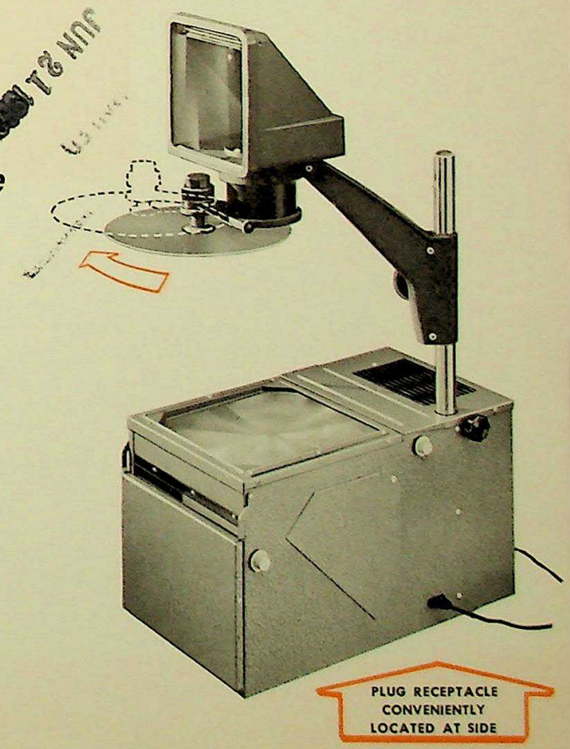
Add motion to ordinary transparencies

Thus, any ordinary black-and-white, or colored transparency can be given specific motion effects simply by affixing the proper TECHNAMATION material to that portion of the transparency where motion is desired. No special skills required . . . transparencies can be animated quickly and easily. The material can be cut easily to any desired shape with an ordinary knife or scissors, and is self-sticking for quick, easy application to the transparency. For instance, if you want to show a wheel turning, you simply cut out a piece of rotary motion TECHNAMATION material to fit the dimensions of the wheel as outlined on the transparency. You then stick this material to the transparency over the wheel. When viewed through continually changing polarized light, the wheel will appear to be turning. Similarly, all kinds of continuing mechanical actions, such as turning vanes, propellers and reciprocating components and belts, can be simulated. Special effects, such as combustion, explosion, smoke and cloud effects can be achieved.

TECHNAMATION and the AO Spencer Overhead Delineascope

Now the Overhead Projector can be used to project animated transparencies! A motorized polarizing disc is attached to the Overhead Projector so that it is positioned between the objective and the TECHNAMATION transparency. This activates the motion pattern. The result . . . spectacularly colorful and realistic animation, enlarged and projected on a brilliant screen.

The AO Spencer Overhead Delineascope and TECHNAMATION make an ideal combination for truly effective teaching. The motorized polarizing disc fits quickly and easily onto the objective mount. The disc can be swung in and out of the light path as desired. The AO Spencer Overhead Delineascope is equipped with a plug receptacle on the housing to accept the polarizing disc cord plug. Write for Overhead Delineascope brochure, SB-3550, for complete information.



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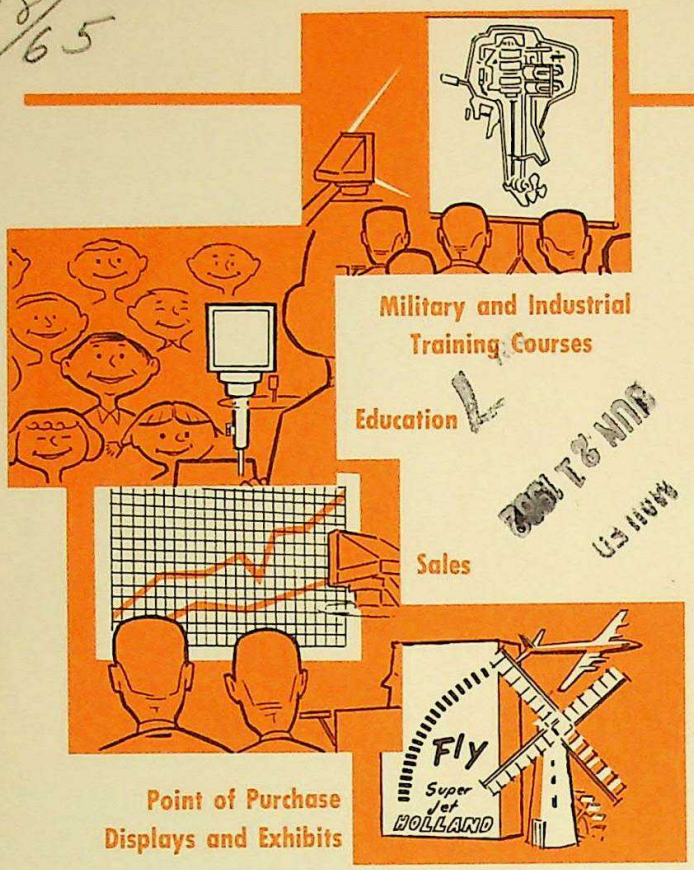

Applications

Education:

TECHNAMATION, together with the AO Spencer Overhead Delineascope, is the most remarkable, most efficient classroom teaching aid yet developed. Completely controllable by the teacher, it holds attention, effects unmatched retention of learning. It can visually demonstrate, through dramatically colorful animation, all manner of physical, mechanical, electrical, chemical and biological actions. It simplifies the most complex mechanisms, motivates interest, dispels mental blocks and resistance to learning.

Military and Industrial Training Courses:

TECHNAMATION and the overhead are ideal for industrial, military and technical training courses where intricate machinery, electronic circuits, etc. must be learned. Relation and function of component parts quickly realized through graphic animation.

Sales:

AO Spencer Overhead Delineascope and TECHNAMATION can be used to project brilliant, colorful "Technamated" sales charts, forecasts, product features, etc. Sales meetings, classes and training programs are lifted out of the hum drum . . . given new excitement, new interest, new dimensions.

Point of Purchase Displays and Exhibits:

TECHNAMATION transparencies can be viewed directly from self-contained units consisting of light source and motorized polarizing disc. Make striking, attention-compelling point of purchase display units and exhibits. It explains as it attracts . . . sells as it explains.

CONTENTS OF TECHNAMATION MATERIALS KITS

AO Catalog No. 4560 SENIOR TECHNAMATION MATERIALS KIT . . . . . Price $199.50

TECHNAMATION Demonstration Plate
TECHNAMATION Linear Motion Materials (3″ x 12″ sheets)
- 2 sheets—Type 508 Hi-Speed Flow
- 1 sheet—Type 1008 Rapid Flow
- 1 sheet—Type 2008 Fast Flow
- 1 sheet—Type 516 Medium Flow
- 1 sheet—Type 2016 Slow Flow

TECHNAMATION Special Effects Materials (3″ x 12″ sheets)
- 1 sheet—Type T3 Turbulence Action
- 1 sheet—Type B4 Reversing Action
- 2 sheets—Type 00 Blinking Action
- 1 sheet—Type R4 Radiation Action, 4 Radiations per sheet
- 1 sheet—Type W4 Rotary Action, 4 Wheels per sheet
- 12 Tinting Sheets, 3 each of 4 colors

TECHNAMATION Hand Viewing Spinner
TECHNAMATION Tweezers
TECHNAMATION Instruction Guide
2 rolls Non-Refracting Tape
2 rolls Binding Tape
TECHNAMATION File Envelope

AO Catalog No. 4561 JUNIOR TECHNAMATION MATERIALS KIT . . . . . Price $99.50

TECHNAMATION Demonstration Plate
TECHNAMATION Linear Motion Materials (3″ x 12″ sheets)
- 1 sheet—Type 508 Hi-Speed Flow
- 1 sheet—Type 2008 Fast Flow
- 1 sheet—Type 516 Medium Flow

TECHNAMATION Special Effects Materials
- 1 sheet—Type B4 Reversing Action 3″ x 6″
- 1 sheet—Type 00 Blinking Action 3″ x 6″
- 1 sheet—Type R4 Radiation Action, 2 Radiations per sheet
- 1 sheet—Type W4 Rotary Action, 2 Wheels per sheet
- 4 Tinting Sheets, 1 sheet each of 4 colors, 3″ x 12″

TECHNAMATION Hand Viewing Spinner
TECHNAMATION Tweezers
TECHNAMATION Instruction Guide
1 roll Non-Refracting Tape
1 roll Binding Tape
TECHNAMATION File Envelope

AO Catalog No. 3562 Motorized Polarizing Disc for attachment to Overhead Delineascope, complete with automatic switch and cord . . . . . Price $70.00

Commercial TECHNAMATION materials kits (catalog nos. 3560 and 3561) also available. Prices and ordering information on these kits, and on replacement TECHNAMATION materials for junior and senior kits available on request.

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Export Sales: Southbridge, Mass.

American Optical Company
INSTRUMENT DIVISION • BUFFALO 15, NEW YORK

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Printed in U.S.A.